



J. R. MONROE, President  
Monroe Calculating  
Machine Co., Inc.,  
Orange, New Jersey

At the right—

J. L. ALDRICH,  
District Manager, Fargo,  
N. D., Monroe Calculating  
Machine Co., Inc.



### "One of Our Most Consistent Producers"

"I have been interested in learning that Mr. J. L. Aldrich, manager of our Fargo District, has been a student of your Business Management Course.

"Mr. Aldrich joined our sales organization two years ago, and has increased steadily the volume of his sales. His work is of a very high order, and he is one of our most consistent producers."

(Signed) J. R. MONROE, Pres.  
Monroe Calculating Machine Co., Inc.

### Increases Income—

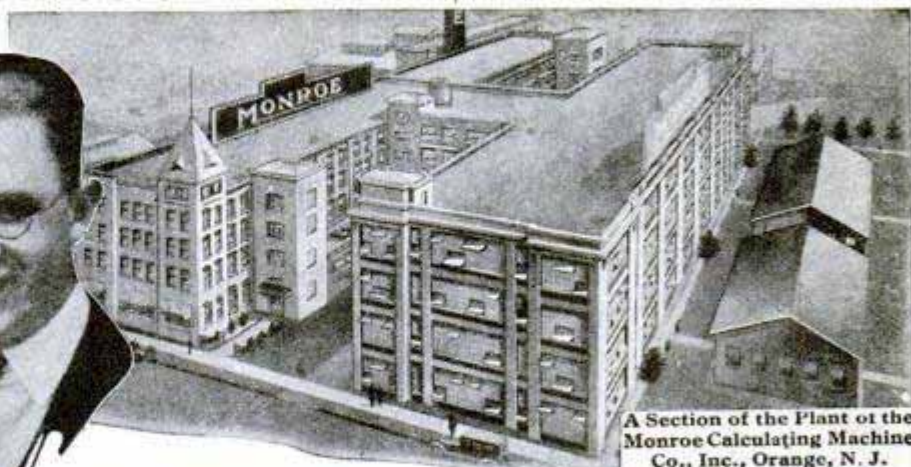
#### Wins Big Opportunity

"When I enrolled for LaSalle training in Business Management I was an order clerk. I had never sold anything. After completing about three-quarters of the training, I stepped out from my salaried office job to a commission proposition selling Monroe Calculating Machines.

"At the end of eighteen months, my income was 153% per cent greater than during any six months before I enrolled with LaSalle. Better yet, on April 1st of this year I was appointed Monroe District Manager for North Dakota. I am counting on a real success in this new opportunity."

(Signed) J. L. ALDRICH.

# Learns "Management"— Increases Income 153¾%



A Section of the Plant of the  
Monroe Calculating Machine  
Co., Inc., Orange, N. J.

## Order Clerk Becomes District Manager —Gives Credit to LaSalle Training

J. L. ALDRICH, Fargo, N. Dak, was an order clerk. He had never sold goods; had never held a managerial position. Today he signs himself "District Manager." His territory is all of North Dakota, and the firm he represents is the Monroe Calculating Machine Co., Inc.

What this advancement means to Mr. Aldrich—aside from an increase of 153¾% in income—may be grasped from the fact that the Monroe Calculating Machine Co., Inc., operates the largest factory in the world engaged exclusively in the production of calculating machines (at Orange, N. J.); maintains offices in all the principal cities of the United States and Canada; sells its product in every corner of the globe.

Mr. Aldrich frankly attributes his advancement in large measure to LaSalle training in Business Management. LaSalle, he says, gave him the confidence to cut loose and start selling on commission. *He is one of twenty Monroe men who are winning advancement thru*

LaSalle. Read his letter—and that of his employer—quoted in the column at the left.

### Send for Free Book—

#### "The Making of a Modern Executive"

Are you content to peg away at tasks far below your possibilities—simply for lack of training in Business Management?—Especially when it can be so readily acquired in your spare time at home, without loss of an hour from work or a dollar of pay?

The particulars of LaSalle training and service in Business Management are fully outlined in a 64-page book, "The Modern Executive and His Training." It will pay you well to read it.

The coupon brings it to you free, together with a copy of "Ten Years' Promotion in One"—the story which has set thousands of men on the road to swift advancement. "Tomorrow" means next month—a year from now—NEVER! For the sake of a brighter future, clip and mail the coupon NOW!

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Other LaSalle Opportunities: LaSalle opens the way to success in every important field of business.

If more interested in one of the fields indicated below, check here:

- |  |  |
|--|--|
| <input type="checkbox"/> Modern Salesmanship:<br>Leading to position as Sales Executive, Salesman, Sales Coach or Trainer, Sales Promotion Manager, Manufacturer's Agent, Solicitor, and all positions in retail, wholesale, or specialty selling. | <input type="checkbox"/> Banking and Finance.                        |
| <input type="checkbox"/> Higher Accountancy.   | <input type="checkbox"/> Modern Foremanship and Production Methods.  |
| <input type="checkbox"/> Law: Training for Bar; LL.B. Degree.  | <input type="checkbox"/> Personnel and Employment Management.        |
| <input type="checkbox"/> Traffic Management—Foreign and Domestic.  | <input type="checkbox"/> Railway Station Management.                 |
| <input type="checkbox"/> Industrial Management.  | <input type="checkbox"/> Commercial Law.                             |
| <input type="checkbox"/> Modern Business Correspondence and Practice.  | <input type="checkbox"/> Expert Bookkeeping.                         |
|  | <input type="checkbox"/> Business English.                           |
|  | <input type="checkbox"/> Commercial Spanish.                         |
|  | <input type="checkbox"/> Effective Speaking.                         |
|  | <input type="checkbox"/> C. P. A. Coaching for Advanced Accountants. |



Opportunities in Business Management—I would welcome an outline of your salary-doubling plan, together with a copy of "The Modern Executive and His Training," also copy of "Ten Years' Promotion in One," all without obligation.

### ☐ Business Management

Training for Official, Managerial, Sales and Departmental Executive positions.

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Age .....